

Ways to Make Your Business Stand Out Among the Crowd

Over the years I have come in contact with hundreds of businesses. A few were unique but more often than not, one business was just like the other! Some I remember, others not so much. Of the ones I remember what made them stick out? Why did they leave me with a lasting impressions?

I did a little research and the following is what I found to be the most common response.

With every passing year, it becomes increasingly important for you to find as many ways as possible to separate yourself from your competition. With today's industry you cannot just copy what you saw another business doing and then try to under bid them. I've seen this happen many times in the 21 years I've been at INDOT. Although it may seem to work in the beginning, that uphill climb soon turns into a downhill slide without brakes: soon you're headed straight out the door you came in through.

So how do you differentiate yourself from the pack?

Focus More on Customer Experience/Service

People want to know they are not just a number. Show them through your service that you genuinely care about them and the project at hand.

Make Social Contact with Your Customer as Many Times as Possible

Be at the networking places where your customer will be. Make a point of making contact with that customer, reintroducing yourself. Market yourself! Wear your brand and always have your business cards.

Be as Innovative as Possible

Innovation is the key to success in any business. Try to foresee different scenarios and take the necessary actions to correct them from the beginning. Add that little twist on your services or products that others in your field are not doing. Become a *Specialist* in your field to your customer. You'll surely leave your competitors eating your dust!

Be Honest and Ethical

Be honest with your customer, don't cut corners and don't provide services or goods below the agreed upon standards. Maintain certain ethics and values for your company. Ensure that your workers are also conveying your company's values, ethics and honesty.

Do What You Say You Will Do!

Do for your customers what you say you will do and maybe a little more just for that extra oomph! Your customers will value you, your service and keep coming back for more.